

### **REMARKS**

Prior to entry of this amendment, Claims 10, 11, 36, and 41-62 were pending in this application. By this paper, Claims 10, 11, 36, 41, 42, 47-49, 56, 57, and 59-61 have been amended, Claims 43, 46, 50-55, and 58 have been cancelled, and Claims 62-65 have been added. These new claims are fully supported by the specification, and, thus, no new matter has been added. Consideration of Claims 10, 11, 36, 41, 42, 47-49, 56, 57, and 59-65 is respectfully requested.

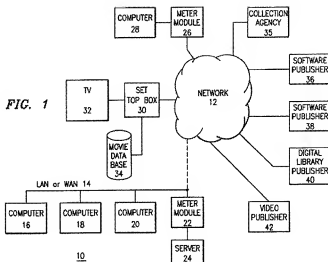
#### **Claim Rejections Under 35 U.S.C. § 103(a)**

The Office Action dated December 26, 2008 rejected independent Claims 10, 36, and 56 as being unpatentable over O'Toole (U.S. Patent 6,279,112) in view of Archibald (U.S. Patent 5,825,883) and further in view of Heindel (U.S. Patent 6,304,857). However, the above references, alone and in combination, do not teach or suggest the features of Claims 10, 36, and 56.

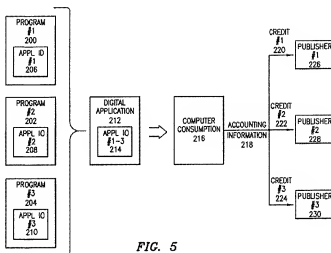
In particular, O'Toole, Archibald, and Heindel, alone and in any combination, do not teach or suggest "[a] method . . . comprising: . . . receiving indications from the client device of a desired format of one or more of the indicated content data objects . . . transforming the one or more of the indicated content data objects from respective native formats as provided by the respective publishers to the desired format," as recited in amended Claim 10. The portion of Archibald cited in the Office Action discloses the following:

FIG. 1 illustrates a communication system 10 that includes a network 12 that is coupled to a local area network (LAN) or wide area network (WAN) 14, a set top box 30, a meter module 26, a collection agency 35, software publishers 36-38, a digital library publisher 40, and a video publisher 42. The network 12 may be any available network that couples digital devices-such as computers, television sets, telephones, facsimile machines, etc.-together. For example, the network 12 may be the Internet, public telephone switch network (PTSN), satellite network, or any other type of networking medium. *Archibald*, col. 3, lines 57-67.

Figure 1 from Archibald is illustrated below:



Archibald further discloses, in reference to Figure 5, illustrated below, that “[a] particular software vendor (i.e., publisher) may combine programs 1, 2, and 3 into a digital application 212.” *Archibald*, col. 10, lines 7-9.



Thus, Archibald appears to show publishers that supply digital applications to other devices and appears to show the combining of the digital applications. However, Archibald does not teach or suggest transforming the format of the content data object from the native format it is provided in from the publisher to a desired format, as recited by Claim 10.

O'Toole and Heindel fail to cure the deficiencies of Archibald. For example, O'Toole appears to show techniques for controlling transfers of information in computer networks, and Heindel appears to show a set of tools for a biller to create and design a customized billing statement. Neither of these references, however, teaches or suggests "[a] method . . . comprising: . . . transforming the one or more of the indicated content data objects from respective native formats as provided by the respective publishers to the desired format," as recited by Claim 10. Thus, for at least this reason Claim 10 is believed to be in condition for allowance over the cited art, and Applicant respectfully requests removal of this rejection.

With respect to independent Claims 36, 56, and 63, amended Claim 36 recites "[a] computer comprising: . . . a formatting program that transforms one or more of the content data objects from respective native formats to a desired format." Amended Claim 56 recites "[a] computing device . . . comprising . . . a format program that transforms one or more of the selected content data objects from respective native formats to a desired format." New Claim 63 recites "[a] computing device comprising: . . . means for transforming one or more of the indicated content data objects from respective native formats as provided by the publishers to the desired format." The cited art fails to teach or suggest these features of Claims 36, 46, and 63. For example, Archibald appears to show publishers that supply digital applications to other devices and appears to show the combination of the digital applications, O'Toole appears to show techniques for controlling transfers of information in computer networks, and Heindel appears to show a set of tools for a biller to create and design a customized billing statement. In contrast to the cited prior art, Claims 36, 56, and 63 recite transforming the format of content data objects from their respective native formats to a desired format. Therefore, Archibald and the other cited art, alone and in combination, do not teach or suggest at least these features of Claims 36, 56, and 63, and these claims are believed to be allowable over the cited art. Accordingly, Applicant respectfully requests removal of any rejections of these claims.

Claims 11, 41, 42, 44, 45, and 62 depend from Claim 10 and therefore include each of the limitations of Claim 10. Claims 47-49 depend from Claim 36 and therefore include each of the limitations of Claim 36. Claims 57 and 59-61 depend from Claim 56 and therefore include each of the limitations of Claim 56. Claims 64-65 depend from Claim 63 and therefore include each

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of the limitations of Claim 63. Accordingly, Claims 11, 41, 42, 44, 45, 47-49, 57, 59-62, and 64-65 are believed to be allowable for at least the same reasons as their respective base claims.

No Disclaimers or Disavowals

Although the present communication may include alterations to the application or claims, or characterizations of claim scope or referenced art, Applicant is not conceding in this application that previously pending claims are not patentable over the cited references. Rather, any alterations or characterizations are being made to facilitate expeditious prosecution of this application. Applicant reserves the right to pursue at a later date any previously pending or other broader or narrower claims that capture any subject matter supported by the present disclosure, including subject matter found to be specifically disclaimed herein or by any prior prosecution. Accordingly, reviewers of this or any parent, child or related prosecution history shall not reasonably infer that Applicant has made any disclaimers or disavowals of any subject matter supported by the present application.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

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